

## **GREENWICH THEATRE MARKETING MANAGER – JOB DESCRIPTION**

### **Key Objectives**

- ◆ To promote Greenwich Theatre to a wider audience through both marketing and PR
- ◆ To promote in-house and visiting productions
- ◆ To promote the theatre's artist development programme to the wider industry and the general public, and to work with supported artists to promote their work
- ◆ To support the Commercial Director in achieving the company's individual, corporate, trusts and foundations giving goals.

### **Main Duties**

- ◆ To devise and implement marketing campaigns for a wide range of productions, activities and events
- ◆ To manage the administration and allocation of the Theatre's marketing budget efficiently and creatively, in consultation with the Artistic & Executive Director
- ◆ To write lively and accurate copy for press releases and marketing materials
- ◆ To manage the production of print material – including but not limited to three season brochures per year, print for our annual Christmas production and an annual review document.
- ◆ To manage all direct mail, print distribution and advertising campaigns related to productions, activities and events
- ◆ To manage the theatre's social media and online marketing, including maintaining the company's website with regular updates using a content management system
- ◆ To line manage the Box Office staff, ensuring that they are fully aware and engaged with all marketing campaigns, monitor sales, develop the use of the computerised Box Office system and continue to increase the client base for Greenwich Theatre Ticketing
- ◆ To deliver occasional marketing masterclasses to supported companies and to lend support to the theatre's partners in training others in arts marketing
- ◆ To support the Commercial Director and work with the Administrator to develop and promote the theatre's Friends' scheme.
- ◆ To support the theatre's other regular fundraising activities including: Individual Giving pathways (Friends membership etc), Corporate Giving partnerships.
- ◆ To take on other relevant tasks within the day-to-day running of the Theatre.

## **Person Specification**

We are looking for:

A confident and self-motivated person with experience in a similar role within a theatre or arts venue.

He/She will be computer literate, able to use: Microsoft Outlook, Word, Excel and Explorer. Experience of using Photoshop, box office software (Tessitura or similar) is essential.

Experience as a Marketing Manager / Assistant Manager role in a mid-scale arts venue or very similar environment.

He/She will have lively and engaging copy writing skills and a keen attention to detail.

The successful candidate will be able to work efficiently under their own initiative but be comfortable liaising with and reporting to members of staff at all levels of the organisation.

They will have excellent time management skills and be able to prioritise a busy and ever changing work load.

They will be comfortable in a public, customer facing environment, and will be excited about supporting the theatre's fundraising by engaging with stakeholders at all levels.

Working as part of a small team the candidate will be expected to have an open and constructive attitude to all areas of the Theatre operation and be willing to take part on every level.

**Hours:** 35 hours per week, 10am to 6pm Monday to Friday with some evenings and weekends as required.

**Salary:** £23,000 with a 6 month probation period.

**Holiday:** 25 Days per year pro rata, taken when the operational requirements of the Theatre allow.

**Term:** This is a full-time permanent contract, subject to 6 probation period.

## **Application Process**

Candidates should complete an Application form and Equal Opportunities monitoring form and return them to the theatre by 10am on **Monday 21<sup>st</sup> January 2019**.

No other material should be submitted. Previous unsuccessful applicants need not re apply for this position.

Application forms can be submitted by **email** or **post** to:

Simon Francis  
Greenwich Theatre, Crooms Hill, Greenwich, London SE10 8ES

[s.francis@greenwichtheatre.org.uk](mailto:s.francis@greenwichtheatre.org.uk)

Successful candidates will be invited for interview on Friday 25<sup>th</sup> January 2019

The appointment is subject to a DBS check.